



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Russell, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	20.4%	Population		51,562	52,849
Rural Bypasses	14.1%	Households		21,038	21,814
Home Town	10.0%	Families		14,018	14,253
Modest Income Homes	8.7%	Median Age		36.8	37.9
Midlife Junction	7.4%	Median Household Income		\$31,355	\$34,467

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	49	\$1,359.54	\$28,601,911
Men's	51	\$251.74	\$5,296,128
Women's	48	\$457.30	\$9,620,639
Children's	55	\$242.20	\$5,095,467
Footwear	45	\$227.25	\$4,780,990
Watches & Jewelry	49	\$96.59	\$2,031,970
Apparel Products and Services ¹	57	\$84.45	\$1,776,717
Computer			
Computers and Hardware for Home Use	52	\$114.78	\$2,414,734
Software and Accessories for Home Use	51	\$15.21	\$320,092
Entertainment & Recreation	55	\$1,881.88	\$39,590,986
Fees and Admissions	47	\$287.43	\$6,046,964
Membership Fees for Clubs ²	48	\$75.61	\$1,590,634
Fees for Participant Sports, excl. Trips	48	\$54.92	\$1,155,340
Admission to Movie/Theatre/Opera/Ballet	47	\$70.88	\$1,491,187
Admission to Sporting Events, excl. Trips	50	\$28.74	\$604,704
Fees for Recreational Lessons	44	\$57.28	\$1,205,099
TV/Video/Sound Equipment	58	\$670.31	\$14,101,924
Community Antenna or Cable Television	60	\$402.68	\$8,471,602
Color Televisions	53	\$72.82	\$1,531,970
VCRs, Video Cameras, and DVD Players	56	\$21.74	\$457,415
Video Cassettes and DVDs	57	\$34.94	\$735,096
Video Game Hardware and Software	57	\$18.85	\$396,505
Satellite Dishes	53	\$0.81	\$17,098
Rental of Video Cassettes and DVDs	58	\$34.47	\$725,136
Sound Equipment ³	51	\$80.72	\$1,698,087
Rental and Repair of TV/Sound Equipment	57	\$3.28	\$69,015
Pets	59	\$258.55	\$5,439,297
Toys and Games	58	\$104.97	\$2,208,296
Recreational Vehicles and Fees ⁴	57	\$259.83	\$5,466,306
Sports/Recreation/Exercise Equipment ⁵	50	\$114.34	\$2,405,404
Photo Equipment and Supplies ⁶	54	\$74.15	\$1,560,016
Reading ⁷	53	\$112.31	\$2,362,779
Food	57	\$4,838.26	\$101,787,272
Food at Home	58	\$2,937.79	\$61,805,172
Bakery and Cereal Products	58	\$420.78	\$8,852,352
Meat, Poultry, Fish, and Eggs	59	\$782.08	\$16,453,379
Dairy Products	58	\$318.57	\$6,702,055
Fruit and Vegetables	56	\$489.71	\$10,302,432
Snacks and Other Food at Home ⁸	59	\$926.65	\$19,494,954
Food Away from Home	56	\$1,900.47	\$39,982,100
Alcoholic Beverages	54	\$331.62	\$6,976,616
Nonalcoholic Beverages at Home	60	\$261.86	\$5,509,018



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	43	\$635.47	\$13,369,105
Vehicle Loans	62	\$3,813.88	\$80,236,500
Health			
Nonprescription Drugs	62	\$75.17	\$1,581,496
Prescription Drugs	68	\$393.67	\$8,281,995
Eyeglasses and Contact Lenses	57	\$47.12	\$991,306
Home			
Mortgage Payment and Basics ⁹	48	\$4,135.23	\$86,996,892
Maintenance and Remodeling Services	47	\$924.51	\$19,449,823
Maintenance and Remodeling Materials ¹⁰	55	\$205.71	\$4,327,686
Utilities, Fuel, and Public Services	60	\$2,641.94	\$55,581,131
Household Furnishings and Equipment			
Household Textiles ¹¹	52	\$72.34	\$1,521,966
Furniture	51	\$324.63	\$6,829,483
Floor Coverings	45	\$40.96	\$861,632
Major Appliances ¹²	56	\$163.96	\$3,449,316
Housewares ¹³	52	\$54.18	\$1,139,907
Small Appliances	57	\$20.84	\$438,536
Luggage	48	\$4.93	\$103,764
Telephones and Accessories	49	\$23.23	\$488,689
Household Operations			
Child Care	49	\$204.03	\$4,292,361
Lawn and Garden ¹⁴	59	\$264.94	\$5,573,898
Moving/Storage/Freight Express	53	\$28.10	\$591,075
Housekeeping Supplies ¹⁵	59	\$453.28	\$9,536,027
Insurance			
Owners and Renters Insurance	59	\$282.47	\$5,942,570
Vehicle Insurance	58	\$845.98	\$17,797,802
Life/Other Insurance	58	\$367.76	\$7,736,942
Health Insurance	62	\$1,215.22	\$25,565,899
Personal Care Products ¹⁶	57	\$271.57	\$5,713,368
School Books and Supplies ¹⁷	59	\$71.38	\$1,501,793
Smoking Products	69	\$331.05	\$6,964,599
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	60	\$3,464.36	\$72,883,204
Gasoline and Motor Oil	62	\$1,256.27	\$26,429,395
Vehicle Maintenance and Repairs	56	\$596.37	\$12,546,522
Travel			
Airline Fares	46	\$189.92	\$3,995,499
Lodging on Trips	50	\$203.69	\$4,285,198
Auto/Truck/Van Rental on Trips	44	\$19.27	\$405,428
Food and Drink on Trips	52	\$242.86	\$5,109,378

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.